

ABSTRACT OF THE DISCLOSURE

The present invention generally provides a method for increasing the dispersibility of an anionic molecule of interest by reacting the anionic molecule of interest onto the surface of a cationically modified substrate having a high surface area. The present invention further provides for the resulting compositions whereby an anionic molecule of interest has been incorporated onto the surface of a cationically modified high surface area substrate and where the resulting anion/cationically modified substrate composition (such as an anion/organoclay composition) experiences greater dispersibility in a target application system than the anionic molecule of interest alone experiences in that same application system. The method of the present invention further serves to substantially reduce the water solubility of the anionic molecule of interest by incorporating it into a cationically modified high surface area substrate such as an organoclay. Also, the method of the present invention serves to improve the efficacy of the anionic molecule of interest.